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Date October 19, 2004

To Attn: Ms. Beatriz Prieto, Art Unit: 2142

From Bradley Ganz, Reg. No. 34170, Ganz Law P.C.

Re **Proposed Amendment** for the following application:

- Application serial number: 09/648,429
- Attorney docket number: MEM-2.001
- Filing date: August 25, 2000
- First named inventor: Jordan J. Louviere
- Title: ON-LINE EXPERIMENTATION

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Pages 3 + cover sheet

This fax transmits the following documents:

- Proposed Amendment 3 pages

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Bradley Ganz

From: Bradley Ganz
Sent: Tuesday, October 19, 2004 11:31 AM
To: 'beatriz.prieto@uspto.gov'
Subject: Proposed Claims: Serial No.: 09/648,429, Jordan J. Louviere, et al. [Atty Dkt. MEM 2.001]

Dear Ex. Prieto, please review and call me to discuss at your earliest convenience.

Thank you.

Bradley Ganz, 34,170

Bradley Ganz, 34,170

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of

Date: October 19, 2004

Jordan J. Louviere, et al.
Serial No.: 09/648,429

Examiner: Ms. Beatriz Prieto
Art Unit: 2142

Filed: August 25, 2000

Attorney Docket No.: MEM-2.001

PROPOSED CLAIM AMENDMENTS TO OFFICE ACTION DATED August 10, 2004

51. (currently amended) An online experimentation system configured to automatically create various treatments for a set of content elements according to systematic rules of experimentation that determine a number of alternative treatments using various combinations of the content elements from the set, and to allocate the treatments to users to test user behavior in response to the various treatments, the system being further configured to capture data relating to the observed behavior of users relative to the various treatments and to perform one or more methods comprising: (1) analyze

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the data to derive a model in form of a contingency table; (2) process the data for pathologies, including at least one of missing data, and structural dependencies, and processing the data to be model ready; (3) make inferences about some variables that influence user behavior based on random utility theory; and (4) modeling user behavior based on Bayesian Markov Chain Monte Carlo estimation procedure.

~~83. (new) An automated system for experimentation, the system being configured to:~~

~~generate and allocate a set of treatments from a predefined set of content elements, according to experiment designs, the system capable of determining a design by selecting from design criteria comprising: (1) the specific effects allowed; the number of factors and factor levels included; and the amount of information produced in relation to the objective outcome; and~~

~~collect observation data of user behavior to the set of treatments and determine the effect of each content element on user behavior according to choice models, behavioral models or contingency tables;~~

~~84. (new) The System of claim 83 wherein the system is further configured to determine and allocate a treatment from the set of content elements to increase the probability of achieving a desired objective based on the determination of the effects of the content elements.~~

~~Respectfully submitted;~~

Date: October 19, 2004

/Bradley Ganz/

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